

IN THE CLAIMS:

Kindly amend the claims as follows:

1. (Currently amended) A method of marketing a marketable entity selected from a group consisting of goods and services, the method comprising the steps of:
- a. creating a digital data base controlled by a Provider;
  - b. offering a potential reward to a first party in exchange for promotional assistance of the first party, the promotional assistance comprising assistance in a forwarding of a first e-mail message to a second party, the first e-mail message comprising a personalized referral for the marketable entity, and a first set of data comprising a first serial number and a first URL link;
  - c. creating a first Web site corresponding to the first URL link, the first Web site providing information on the referenced marketable entity and an offer to transact for the referenced marketable entity;
  - d. correlating the first set of data in the first e-mail message to a first set of database data within the database, including data within the database relating to the potential reward offered to the first party in exchange for promotional assistance; and
  - e. forwarding the first e-mail message to a second party.

2. (Currently amended) The method of claim Claim 1 according to a Wholly Data Base process, the step of forwarding the first e-mail message to the second party being preceded by the steps of:
- a. forwarding an e-mail address of the second party by the first party to the data base of the Provider; and
  - b. updating the data base according to the e-mail address of the second party, wherein the step of e-mailing the second party is performed by an automatic e-

mail forwarding program associated with the data base.

3. (Currently amended) The method according to claim ~~Claim~~ 2 wherein the step of forwarding an e-mail address of the second party to the data base of the Provider is performed through an e-mail field accessed through a Web browser.

4. (Currently amended) The method according to claim ~~Claim~~ 2 wherein the step of forwarding an e-mail address of the second party to the data base of the Provider further comprises the step of forwarding an e-mail address of a third party to the data base of the Provider.

5. (Currently amended) The method of claim ~~Claim~~ 1 according to a Token Implementation process wherein the step of forwarding the first e-mail message to the second party is preceded by the steps:

- a. visiting the first Web site by the first party; and
- b. updating digital data selected from a group consisting of data within the data base and data within the first e-mail message.

6. (Currently amended) The method according of to claim ~~Claim~~ 5 wherein the first e-mail message comprises a token in the form of a first icon, and the step of updating digital data comprises the steps of:

- a. submitting the token to a field within the first Web site; and
- b. retrieving a new token from the Web site, the new token defined according to updated data.

7. (Currently amended) The method according of to claim ~~Claim~~ 6 wherein the step of

2 updating digital data comprises the steps of:

- 3 a. generating a second serial number; and
- 4 b. updating the data base to authenticate the second serial number.

1 8. (Currently amended) The method according of to claim ~~Claim~~ 1 according to an Instant  
2 Forwarding With Tracking process wherein the step of forwarding the first e-mail  
3 message to the second party comprises the steps of:

- 4 a. forwarding the first e-mail message from the first party to the second party; and
- 5 *at* b. forwarding an authenticating e-mail message from the first party to the Provider,  
6 the authenticating message comprising a first serial number and an identifier of  
7 the second party, the authenticating e-mail message thereby enabling the second  
8 party to access the first Web site and transact for the marketable entity; and ;
- 9 c. adding the identifier of the second party to the data base.

1 9. (Original) The method according to claim 8 wherein the steps of forwarding the first e-  
2 mail message to the second party and the step of forwarding the authenticating e-mail  
3 message to the Provider are performed as the result of a single mail command initiated by  
4 the first party.

1 10. (Original) The method according to claim 9 wherein the step of forwarding the  
2 authenticating message is preceded by the step of entering an e-mail address of the  
3 Provider into a field.

1 11. (Original) The method according to claim 10 wherein the identifier of the second party is  
2 an e-mail address of the second party.

1 12. (Original) The method according to claim 8 wherein the first serial number comprises a  
2 unique e-mail address of the Provider.

1 13. (Currently amended) The method according to claim ~~Claim~~ 1 wherein the step of offering  
2 a potential reward to the first party is performed through a medium selected from a group  
3 consisting of e-mail, Web site communication, FAX, pager, telephony, postal mail and  
4 hand delivery.

1 14. (Original) The method according to claim 1 wherein the first party is not limited to a  
2 single process for forwarding the first message to the second party, the method selected  
3 *as* from a group consisting of an Instant Forwarding with Tracking process, a Token  
4 Implementation process, and a Wholly Data Base process.

1 15. (Currently amended) The method according to claim ~~Claim~~ 1 wherein the first URL link  
2 is comprised of the first serial number, such that the first URL link is a unique URL  
3 address associated with a uniquely defined privilege of Web access intended for a specific  
4 party.

1 16. (Currently amended) The method according to claim ~~Claim~~ 1 wherein the first URL link  
2 is a general URL link to the first Web site, and wherein access to the first Web site is  
3 secured by presentation of a serial number distinct from the first URL link.

1 17. (Original) The method according to claim 1 wherein the first URL link is accessible  
2 through a token in the form of a first icon visible in the message.

1 18. (Original) The method according to claim 15 wherein the first e-mail message further

comprises a second icon for accessing a second URL link, wherein the first URL link is addressed to access information about the marketable entity and the second URL link is addressed to access information about a rewards referral program.

19. (Currently amended) The method according to claim ~~claim~~ 1 further comprising the steps of:

- a. accessing the first Web site by the second party according to the first URL link embedded in the first e-mail message;
- b. transacting for the marketable entity by the second party; and
- c. crediting the first party with a reward.

20. (Original) The method according to claim 17 wherein the step of transacting for the marketable entity is performed online through a Web site.

21. (Currently amended) The method according to claim 18 further comprising the steps of:

- a. ~~of~~ creating a credit account within the data base; and
- b. recording the reward credited to the first party.

22. (Currently amended) The ~~method~~ Method according to claim 19 wherein the reward credited to the first party in exchange for promotional assistance comprises a monetary reward.

23. (Currently amended) The method according to claim 20 wherein the step of rewarding the first party further comprises the steps of:

- a. waiting a predetermined minimum time; and
- b. electronically transferring the monetary reward into a reward target selected from

5 a group consisting of a bank account, checking account, creditor, savings account,  
6 IRA, money market fund, and charity.

1 24. (Original) The method according to claim 20 wherein the reward offered to the first party  
2 in exchange for promotional assistance comprises a non-monetary reward.

1 25. (Original) The method according to claim 22 wherein the non-monetary reward is  
2 divisible among a plurality of parties being rewarded.

1 *at* 26. (Original) The method according to claim 23 wherein the non-monetary reward is in the  
2 form of credits which can be accumulated and redeemable for a variety of rewards.

1 27. (Currently amended) The ~~method~~ Method according to claim 1 further comprising the  
2 step of offering a potential reward to the second party in exchange for promotional  
3 assistance.

1 28. (Original) The method according to claim 25 wherein the offer of rewards to the first  
2 party and the second party in exchange for promotional assistance is metered according to  
3 a Limited Pyramid Metering algorithm, wherein the first party is granted a privilege of  
4 forwarding a greater number of messages than the second party.

1 29. (Original) The method according to claim 25 further comprising a step of forwarding a  
2 second e-mail message comprising a referral for the marketable entity from the second  
3 party to a third party.

1 30. (Currently amended) The method according to claim 27 further comprising the steps of:

- 2 a. creating a referral lineage within the data base; and  
3 b. storing identifiers of referring parties within the referral lineage.
- 1 31. (Original) The method according to claim 28 further comprising the step of limiting an  
2 aggregate reward per transaction according to a first rewards-limiting algorithm.
- 1 32. (Original) The method according to claim 29 wherein the first rewards-limiting algorithm  
2 is selected by a user from among a plurality of rewards limiting algorithms approved by  
3 the Provider.
- 1 33. (Original) The method according to claim 29 wherein the first rewards-limiting algorithm  
2 is selected from a group consisting of a weighted rewards method, a maximum chain-  
3 length method, a progressive rewards method, a coupon shelf-life method and a limited  
4 pyramid metering method.:
- 1 34. (Original) The method according to claim 30 further comprising the steps of:  
2 a. accessing a Web site according to the URL link imbedded in the first e-mail  
3 message;  
4 b. transacting for the marketable entity recommended in the message; and  
5 c. rewarding select referring parties with a reward according to the first rewards  
6 limiting algorithm.
- 1 35. (Currently amended) The method according to claim 30 further comprising the steps of:  
2 a. analyzing data in the data base; and  
3 b. modifying a referral rewards program.

1 36. (Original) The method according to claim 32 wherein the step of analyzing data in the  
2 data base is preceded by the step of storing referral reward data and transaction data in the  
3 data base.

1 37. (Original) The method according to claim 1 wherein the step of offering a reward to a  
2 first party in exchange for promotional assistance is preceded by a step of transacting for  
3 an original marketable entity.

1 38. (Original) The method according to claim 34 wherein the marketable entity promoted by  
2 the first party is related to the original marketable entity.

1 39. (Original) The method according to claim 35 wherein the original entity is selected from  
2 a group consisting of big-ticket goods, big-ticket services, speciality goods and specialty  
3 services.

1 40. (Currently amended) The method according to claim ~~Claim~~ 1 further comprising the step  
2 of securing the database to authorized personnel only.

1 41. (Currently amended) The method according to claim 37 further comprising the steps of:  
2 a. issuing a unique access code to each vendor whose goods or services are  
3 represented within the data base; and  
4 b. granting vendors limited access to the data base.

1 42. (Currently amended) The method according to claim ~~Claim~~ 37 wherein the step of  
2 securing the data base comprises the steps of:  
3 a. promulgating a company wide policy prohibiting sale or exchange of the database



to other companies; and

- b. enforcing the company wide policy prohibiting sale or exchange of the database to other companies.

43. (Currently amended) The method according to claim 28 further comprising the steps of:

- a. attempting to access the first Web site by an entreating party; and
- b. evaluating authorization of the entreating party to access the first Web site.

44. (Currently amended) The method according to claim 40 further comprising the steps of:

- a. determining that the entreating party lacks authorization for access to the first Web site;
- b. denying the entreating party access to the first Web site; and
- c. displaying a message to the unauthorized visitor.

45. (Original) The method according to claim 41 wherein the step of evaluating access authorization comprises the step of examining data selected from a group consisting of the referral lineage within the data table and an identifier of a visitor to the Web site.

*from ISSUES*  
46. (Currently amended) A method of marketing a marketable entity selected from a group consisting of goods and services comprising the steps of:

- a. transacting for a first marketable entity by a first party;
- b. offering a reward to a first party to assist in recommending a second marketable entity substantially similar to the first marketable entity to a second party wherein the recommendation results in a transaction; and
- c. forwarding an e-mail to a second party, the e-mail comprising a recommendation for the second marketable entity and a URL link to a Web site.

1 47. (Original) The method according to claim 43 wherein the recommendation comprises a  
2 discount for the second marketable entity.

1 48. (Currently amended) The method according to claim 43 further comprising the steps of:  
2 a. accessing the Web site by the second party;  
3 b. transacting for the second marketable entity; and  
4 c. issuing a reward to the first party.

1 49. (Currently amended) The method according to claim 44 further comprising the steps of:  
2 a. accessing the Web site by the second party;  
3 b. offering a reward to the second party to assist in recommending recommending  
4 the marketable entity to a third party wherein the recommendation results in a  
5 transaction; and  
6 c. issuing a reward to select parties according to a preferred rewards limitation  
7 means.